

Mental wellness magazine launched

At the end of November 2012, a new magazine, *Thrive*, was launched to specifically address mental health in the hope of helping end the stifling silence surrounding mental illness. Pick n Pay Pharmacy sponsored the launch issue.



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Described as one of only a handful in the world addressing such issues, it is the brainchild of publishing editor, Jen Goy and is motivated by her own experience of bipolar disorder and the impact it has had on her life.

One in five South Africans will suffer from mental illness at some stage in their lives and many more will experience it indirectly by witnessing the suffering of loved ones. The World Health Organisation has predicted that by 2020 depression will be the 2nd largest cause of disability in the world. Yet, despite this high incidence, mental illness still carries enormous stigma and shame. It is very often kept secret, which not only serves to perpetuate this stigma and shame, but prevents many people from getting the help they need.

Aiming to inspire and inform

The magazine is described as upbeat with a mission of honesty, encouraging self-exposure and sharing. It aims to inspire and inform, with a focus on the lifestyle factors that need to be addressed to attain and maintain mental wellness.

It is available free from Pick n Pay Pharmacies and SADAG (South African Depression and Anxiety Group) support groups. It is also available on paid subscription.

For more, go to www.thrivemag.co.za.

For more, visit: <https://www.bizcommunity.com>